

## **Historic, Archive Document**

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A. G. DAVIDS  
PRESIDENT & GEN. MGR.V. A. MOWERS  
SECRETARYHERBERT ROYSTON  
VICE PRES.-TREASURER**DAVIDS & ROYSTON BULB CO.**  
INCORPORATED**"Califlora"** — QUALITY FLOWER BULBS — **"Tecolote"**

REG. U. S. PAT. OFFICE

PHONES: TUCKER 1625 . VANDIKE 4774

REG. U. S. PAT. OFFICE

824 WALL STREET . LOS ANGELES 14. CALIFORNIA

LOS ANGELES CABLE ADDRESS: "DAVROY"

"CALIFLORA" REPORTER. Dec. 10th, 1952

New Lower Prices on --

FANCY LEAF CALADIUMS.

Our Grower Reports - "The Finest crop we have ever grown.  
 Large quantities of Mammoth and Jumbo size bulbs  
 in most of the popular varieties."

See Enclosed Circular for Descriptions of Varieties.

PRICES

	No. 1      1 $\frac{1}{2}$ -2 $\frac{1}{2}$ " Diameter.	FOB Los Angeles		FOB Florida	
		100	1000	100	1000
No. 1	1 $\frac{1}{2}$ -2 $\frac{1}{2}$ " Diameter.	\$20.00	\$180.00	\$15.00	\$140.00
Jumbo	2 $\frac{1}{2}$ -3 $\frac{1}{2}$ " "	36.00	340.00	30.00	275.00
Mammoth	3 $\frac{1}{2}$ -5 "	52.00	500.00	45.00	425.00

250 at the 1000 rate.

Orders for less than 25 of a variety take the hundred rate plus 10%.

I M P O R T A N T

DON'T LET SURPLUS BULBS DRY UP ON YOUR COUNTER. Turn any bulbs into profits by planting them any time in December. Tulips, Hyacinths, Daffodils and Iris plant in pots or cans. Use any good top soil. Crowd a lot of bulbs in each container. Place in lath house and cover about 4 inches deep with Peat Moss or the same shavings you are using around your dormant Roses and Trees. Keep moist and when sprouts are about 3 inches above container soil, remove peat or shavings and let them come into bloom. Place in front of your establishment where they will make color and produce sales.

Thank you again for all your nice orders and reorders this past year. We hope that we have pleased you also. We make every effort to fill your orders with the Finest Quality Bulbs and Strains at the Most Reasonable Prices. PLEASE SAVE YOUR ORDERS FOR US.

MERRY CHRISTMAS and a HAPPY, PROSPEROUS 1953.



# A NEW APPROACH TO MERCHANDISING **Fancy-Leaf CALADIUM Bulbs**



- Excellent Profit
- Ideal for Display
- Competitive Price
- Self Selling

Display carton as pictured is 24x12x6 inches.

Height of box with display lid raised, 19½ inches.

Standard pack, 150 bulbs; 25 to each compartment.

Size of bulbs, Standard No. 1's (1½ to 2 ins. dia.)

Box contains 5 named varieties; 1 compartment assorted colors.

Bags included with box, 25 in each compartment.

Variety name and simple growing instructions on each bag.

**Weight per case, approximately 24 lbs.**

**NOTE:** This assortment is recommended. It is sales tested and made up according to proportionate demand. We will pack variations of assortment or solid cases of one variety.

**SHIPMENTS** start January 1st and continue to May 31st.

Price F.O.B. Sebring, Florida

**\$26.50 PER BOX**

**TERMS:** Net 30 days — 2% 10 days.

**CONDITIONS FOR CREDIT ON BULB RETURNS**

**FULL MERCHANDISE CREDIT** will be given on returns not exceeding 10% of the quantity ordered, provided such returns are received in good condition, prepaid, at our warehouse, 824 Wall St., Los Angeles, before July 1st.

**DAVIDS & ROYSTON BULB COMPANY**

INCORPORATED

824 WALL STREET

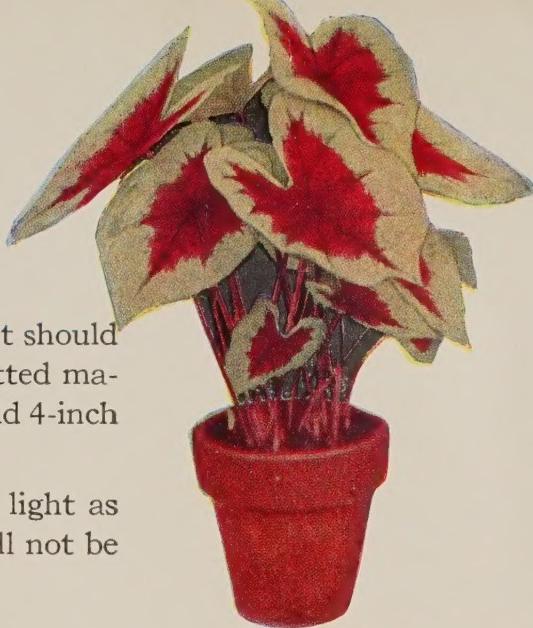
LOS ANGELES 14, CALIF.



# Fancy-Leaved CALADIUMS



MRS. F. SANDER



RED FLARE

TEMPERATURE should be 80 to 85 degrees, the higher the better. Reduce heat gradually to harden off the plants. Start the bulbs in flats and place on steam flows if possible.

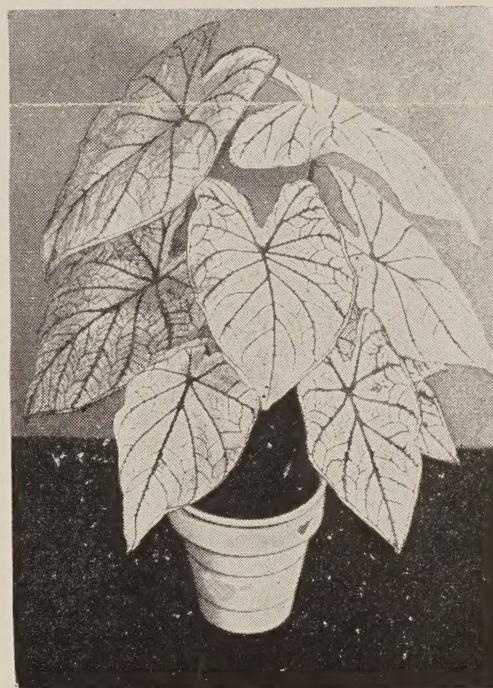
WATER sparingly until sprouts and roots are 4 to 6 inches long; then shift to 5 or 6-inch pots. Never allow the pots to dry out when in full growth.



POECILE ANGLAIS



STOPLIGHT



CANDIDUM



MRS. W. B. HALDEMAN

## Have Caladiums All Summer

When blooming plants are scarce, plant Caladiums in May, June and July for late summer sales. They are more easily grown at this time of year than during the cold months. They require less attention and no heat, but copious watering. You can have Caladiums twelve months in the year through our regular monthly shipping plan. Orders must be placed in advance so that the bulbs may be reserved for later shipment.

NEVER PLACE CALADIUMS IN COLD STORAGE; THEY WERE NOT MADE FOR IT. If not ready to plant the bulbs when they are received, place them in shallow trays in a temperature of not less than 70 degrees and with relative humidity of at least 70% until ready to plant.



# Grow More Caladiums

**Ace of Hearts.** \*\* Deep rose center with heavy scarlet ribs and green border.

**Attala.** \*\* Medium green overlaid with large, irregular blotches of light pink; veins and ribs crimson. Very fine.

**Candidum.** \*\*\* Fine Easter variety and very popular. Leaf snow-white with green veins and net-work; narrow green border. Ours is the true Candidum.

**CRIMSON WAVE.** \*\*\* New. Large, deep green leaf with crinkled, transparent crimson or scarlet center and many crimson spots toward edge. Strong grower.

**Dr. M. Cook.** \*\*\* Dark moss-green leaf with plum-red center and red ribs. Leaf crumpled and spotted with transparent plum-red.

**Edith Mead.** \* Erect snow-white leaf (not transparent), with red ribs and narrow green edge.

**Fire Nymph.** \*\* New. Similar to Firebrand, but a taller and stronger grower, and mottled with two shades each of bright pink and straw color.

**ITACAPUS.** \*\*\* Entire leaf dark red of a rust shade; narrow border with red dottings. One of the most beautiful Caladiums in existence. Known also as "John Hachmeister."

**JESSIE THAYER.** \*\* Tall-growing variety with mottled green leaf and heavy scarlet midrib.

**JOHN PEED.** \*\* Shining bright metallic red center on moss-green ground. Very fine.

**KEYSTONE.** \*\* Medium-sized, olive-green leaf with pink ribs and veins, speckled light pink.

**LADY IN RED.** \*\*\* Fine dwarf, shining red leaf with bronzy hues; broad center ribs of a darker shade.

**Lord Derby.** \*\* Transparent rose with dark green ribs and narrow green edge. Very popular.

**Macahyba.** \*\*\* Dark moss-green leaf profusely spotted lilac; heavy scarlet ribs.

**Marie Moir.** \* Large, pure white leaf like Candidum, but having red blotches between the ribs.

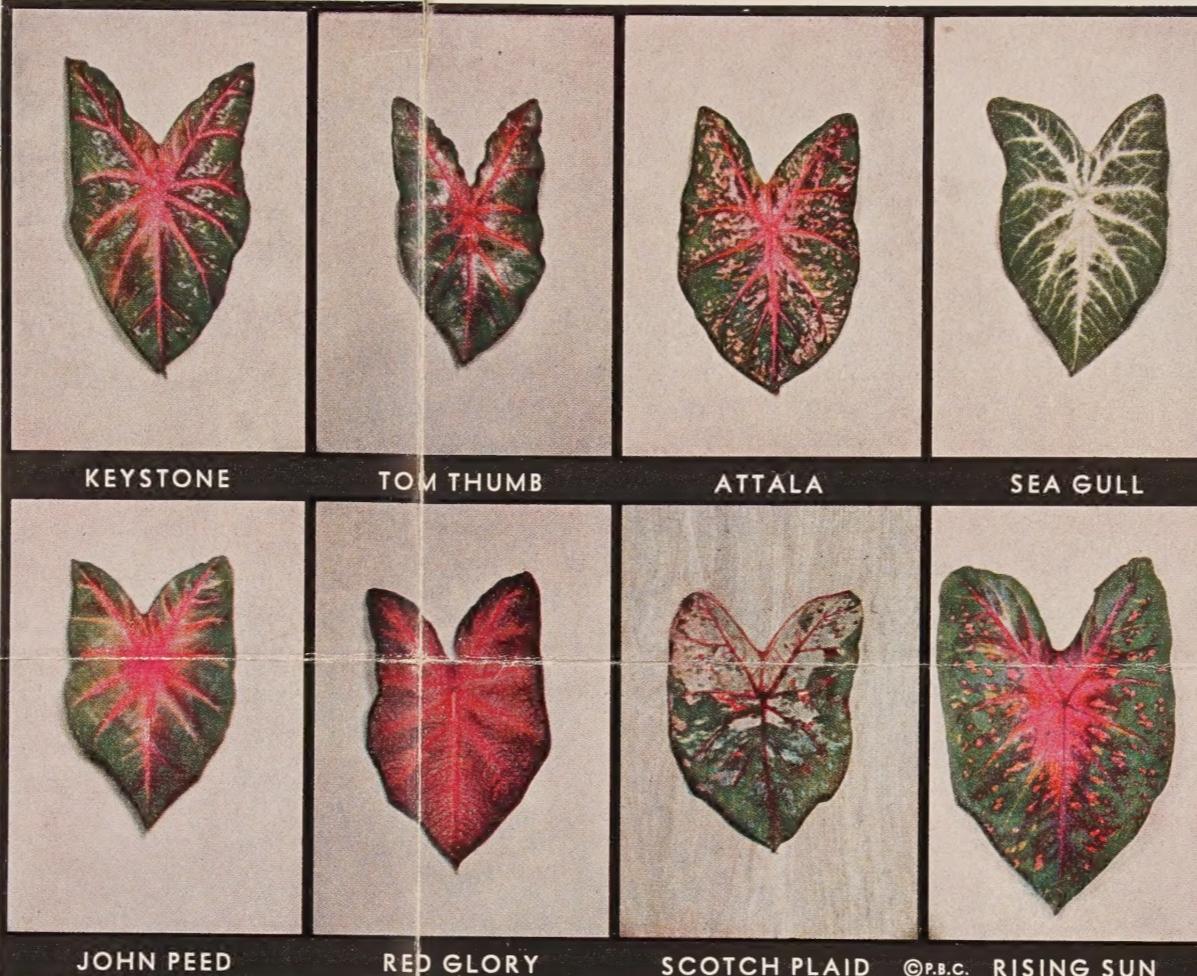
**Mrs. Arno H. Nehrling.** \* Dwarf bronzy red with crimson ribs, shaded coppery red; crimson veinlets.

**Mrs. F. Sander.** \*\*\* Roundish, dark green leaf heavily blotched transparent deep rose.

**Mrs. W. B. Haldeman.** \*\*\* Medium leaf of bright pink with narrow green edge. Very fine and popular.

**Pink Cloud.** \* New. Large, crinkly, well-opened leaves of mottled pink with a cloud-like effect in the coloring.

**Poecile Anglais.** \* Dwarf. Wavy leaf of deep crimson, bordered metallic green. One of the best.



JOHN PEED      RED GLORY      SCOTCH PLAID      ©P.B.C.      RISING SUN



FIRE NYMPH      ©P.B.C. ACE OF HEARTS      SPANGLED BANNER      MRS. HALDEMAN

# Increase Your Profits

**RECONCAVO.** \*\*\* A fine, strong grower. Has a delicate rose center with carmine ribs. One of the best colors we offer.

**RED ENSIGN.** \*\* New. A rather dwarf-growing type with many leaves of metallic red; narrow green border. A very bright, and a fine new variety.

**RED FLARE.** \* New. Similar to Scarlet Pimpernelle, but blotched with two shades of green. A fine pot-plant.

**RED GLORY.** \* Deep carmine with heavy scarlet ribs and narrow green edge. Extra fine.

**RED POLKA.** \*\* New. Bushy, dwarf grower. Bright red leaves with many polka-dot spots of a slightly lighter shade of red.

**REDSKIN.** \*\* New. A dwarf variety with pointed leaves. The color is a dull, rich scarlet over the entire leaf.

**Richard Deckard.** \* Coppery rose with bright crimson ribs and golden tints between the pink blotches.

**RISING SUN.** \* Brilliant deep red center and ribs on dark, gold-tinted background; spotted transparent pink.

**Scotch Plaid.** \*\* Mottled dark green and grayish green; maroon ribs, spotted scarlet.

**Sea Gull.** \*\* New. Dwarf, with a dark green leaf, heavy white midribs and white center. A very effective new white Caladium.

**Sorocaba.** \*\* Transparent silvery pink, suffused white, with greenish ribs and veins.

**SPANGLED BANNER.** \* Glowing red leaf with darker ribs and a profusion of pink spots.

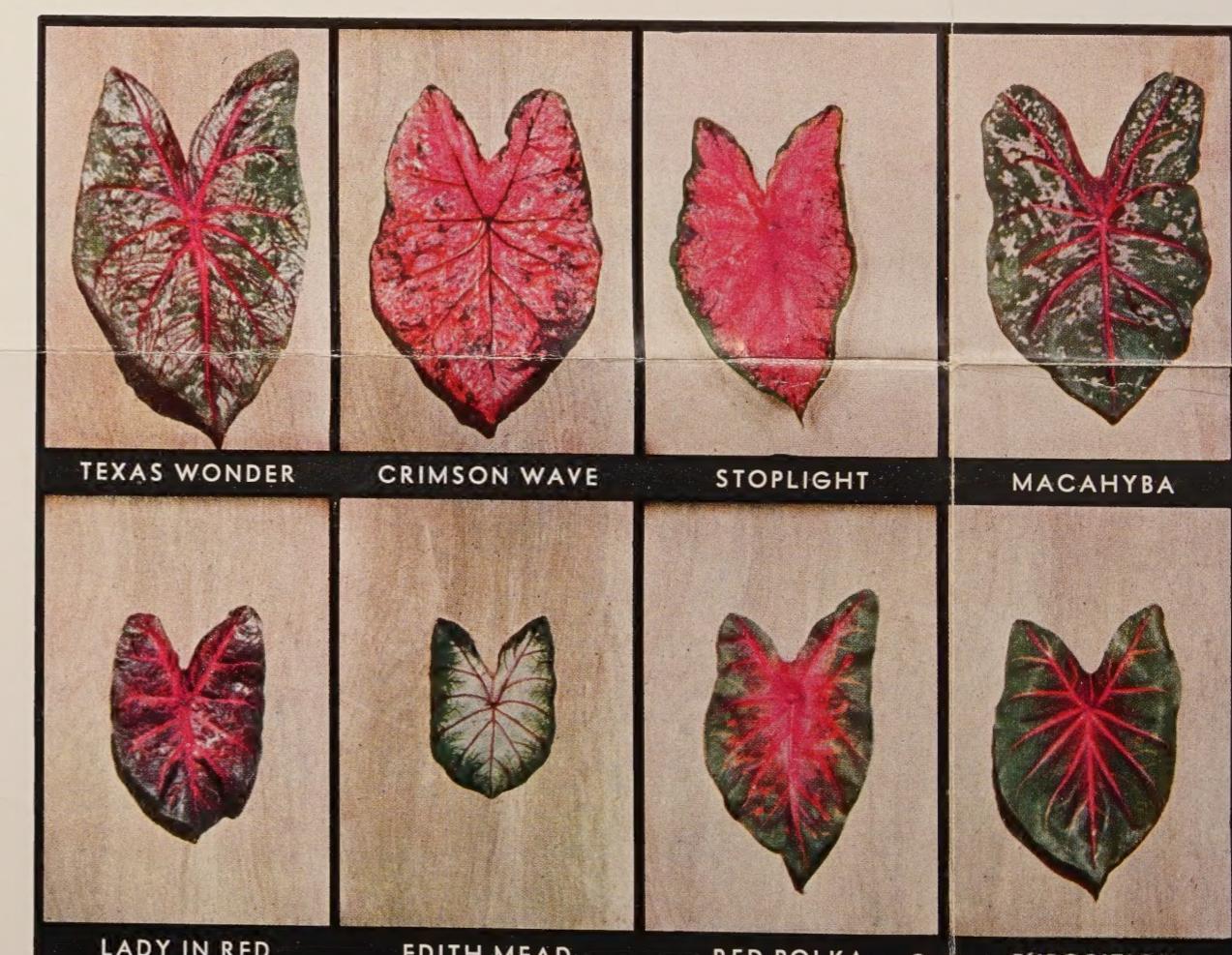
**STOPLIGHT.** \* Leaf shining crimson with bluish tints. The best red Caladium of all.

**Texas Wonder.** \*\*\* Mottled crimson center, with pink and green blotches; veins white and yellow. Tall, vigorous-growing variety.

**THOMAS TOMLINSON.** \* Bright crimson center and blotches; narrow green edge. Makes many leaves.

**Tom Thumb.** \* New. Very dwarf and compact. The color varies but is usually copper-red with a few white blotches in the center. Midrib is bright crimson.

**Triomphe de l'Exposition.** \*\*\* Old favorite with roundish leaf of bright red; dark green edge.



**VARIETIES.** If you leave the selection of varieties to us, you will be sure of getting the best colors and types. We will substitute an equally good or better variety when you order one that is sold out. In some crop years the bulbs marked Jumbo and Mammoth may not be available due to growing conditions, but the varieties marked with asterisks are usually available as shown, in ordinary growing seasons. The supplying of Caladium bulbs has to be done on a very flexible basis. No bulbs grow to order in any season, the supply of different sizes being entirely dependent upon a great many things, including weather.

**SIZES.** Caladiums are graded in three standard sizes:

No. 1 size (1½ to 2½-in. diameter)

Jumbo size (2½ to 3½-in. diameter)

Mammoth size (3½ in. up)

Varieties marked with one asterisk (\*) usually make No. 1 size and no larger. Varieties marked with two asterisks (\*\*) usually make Jumbo-size bulbs in addition to No. 1 size. Varieties marked with three asterisks (\*\*\* ) generally are available in Mammoth size in addition to Jumbo and No. 1 size. We consider it best to substitute size rather than variety, and usually do so, giving the next smaller size where the one ordered is sold out.

There is no use ordering Mammoth bulbs of varieties which do not make bulbs larger than No. 1 or Jumbo.

**NEVER PLACE CALADIUM BULBS IN COLD STORAGE; THEY WERE NOT MADE FOR IT.** If not ready to plant the bulbs when they are received, place them in shallow trays in a temperature of not less than 70 degrees and with relative humidity of at least 70% until ready to plant.

LADY IN RED      EDITH MEAD      RED POLKA      ©P.B.C.      EXPOSITION



## CALADIUMS AS *Christmas Pot- Plants*

To be sure of having Caladiums for Christmas, your order should be placed by January 1 for shipment the following October. The red varieties are always best for Christmas.

These beautiful plants sell readily at Christmas and you will find that the bulbs grow faster because of the long rest.

The best varieties for Christmas are in Capital letters. See list.



*Califlora*

*Caladiums*

*Wholesale Only*

### DAVIDS & ROYSTON BULB CO.

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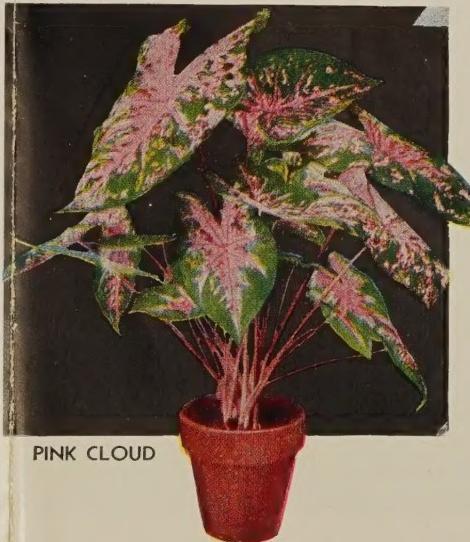
LOS ANGELES 14, CALIF.

PHONES TUCKER 1625 • VANDIKE 4774

PRINTED IN U. S. A.



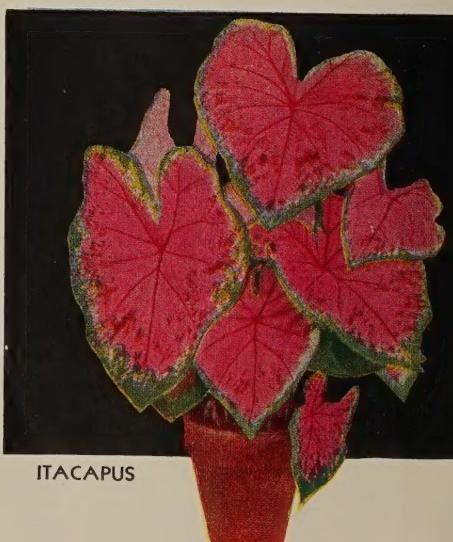
This shows how effectively Caladiums may be used with other plants for either basket or window-box decorations.



PINK CLOUD



LORD DERBY



ITACAPUS